

ORDER



KSNV

Orders
Order / Rev: 101894
Alt Order #: 06815352
Product Desc: OCEGUERA 4 CONGRESS
Estimate: 1188
Flight Dates: 10/23/12 - 10/29/12
Original Date / Rev: 05/21/12 / 10/01/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: GMMB, Inc./ Washington D.C.
Buying Contact:
Billing Contact:
 Washington Harbor
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Ocegüera for Congress - *revised*
Demographic: A35+
Product Codes: PLC02
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	58	\$19,235.00	\$16,349.75
10/29/12	10/29/12	11	\$3,125.00	\$2,656.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	58	\$19,235.00	\$16,349.75	0.00
November 2012	11	\$3,125.00	\$2,656.25	0.00
Totals	69	\$22,360.00	\$19,006.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	20%	\$22,360.00
Market	100%	\$111,800.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$29,068.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$23,478.00
KTUD	1%	\$1,118.00
KVVU	22%	\$24,596.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	10%	\$11,180.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/23/12	10/29/12	M-F 5-6a WakeUp w/Wagners	5-6a		MTWTF--	:30	4	\$135.003		0.00	NM	4	\$540.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>				<u>Rating</u>	

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E 1	KSNV	10/23/12	10/29/12	M-F 5-6a WakeUp w/WagM M-F 5-6a WakeUp w/Wagners WAKE UP WITH THE WAGNERS	CM	5-6a	MTWTF--	:30	4	\$135.003		0.00	NM	4	\$540.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--					4	\$135.00		0.00			
E 2	KSNV	10/23/12	10/29/12	M-F 6-7a WakeUp w/WagM M-F 6-7a WakeUp w/Wagners WAKE UP WITH THE WAGNERS	CM	6-7a	MTWTF--	:30	5	\$275.003		0.00	NM	5	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--					5	\$275.00		0.00			
E 3	KSNV	10/23/12	10/29/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	5	\$300.003		0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--					5	\$300.00		0.00			
E 4	KSNV	10/28/12	10/28/12	News 3 Sunrise - SUNDAY News 3 Sunrise SUNDAY NEWS 3 AT SUNRISE	CM	6a-7a	-----S	:30	1	\$150.003		0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S					1	\$150.00		0.00			
E 5	KSNV	10/28/12	10/28/12	Meet the Press Meet the Press	CM	8a-9am	-----S	:30	1	\$340.003		0.00	NM	1	\$340.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S					1	\$340.00		0.00			
E 6	KSNV	10/23/12	10/29/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	MTWTF--	:30	3	\$150.004		0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--					3	\$150.00		0.00			
E 7	KSNV	10/23/12	10/29/12	M-F Today Show III 4th Hour Today 4th Hour	CM	10am-11am	MTWTF--	:30	3	\$100.004		0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--					3	\$100.00		0.00			
E 8	KSNV	10/23/12	10/29/12	Rachael Ray Rachael Ray	CM	11am-12pm	MTWTF--	:30	2	\$100.004		0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--					2	\$100.00		0.00			
E 9	KSNV	10/23/12	10/29/12	Noon News Noon News	CM	12-1230pm	MTWTF--	:30	2	\$150.003		0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--					2	\$150.00		0.00			
E 10	KSNV	10/23/12	10/29/12	The Doctors The Doctors	CM	2pm-3pm	MTWTF--	:30	3	\$100.004		0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--					3	\$100.00		0.00			
E 11	KSNV	10/28/12	10/28/12	Chris Matthews 9:30AM Chris Matthews SUN 9:30am CHRIS MATTHEWS SHOW	CM	9:30a-10a	-----S	:30	1	\$175.004		0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S					1	\$175.00		0.00			
E 12	KSNV	10/23/12	10/29/12	Dr. Phil Dr Phil	CM	3-4p	MTWTF--	:30	3	\$175.003		0.00	NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--					3	\$175.00		0.00			
E 13	KSNV	10/23/12	10/29/12		CM	4-5pm	MTWTF--	:30	3	\$250.003		0.00	NM	3	\$750.00

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NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour) (4:00 PM-4:30 PM) FIRST NEWS 3 AT FOUR <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/23/12 10/29/12 MTWTF-- 3 \$250.00 0.00															
E 14	KSNV	10/23/12	10/29/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour) (4:30 PM-5:00 PM)	CM	4-5pm	MTWTF--	:30	3	\$250.003		0.00	NM	3	\$750.00
NEWS 4 AT 430P <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/23/12 10/29/12 MTWTF-- 3 \$250.00 0.00															
E 15	KSNV	10/23/12	10/29/12	M-F Early News M-F Early News	CM	5-630p	MTWTF--	:30	6	\$375.003		0.00	NM	6	\$2,250.00
EARLY NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/23/12 10/29/12 MTWTF-- 6 \$375.00 0.00															
E 16	KSNV	10/23/12	10/29/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	MTWTF--	:30	5	\$350.003		0.00	NM	5	\$1,750.00
JEOPARDY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/23/12 10/29/12 MTWTF-- 5 \$350.00 0.00															
E 17	KSNV	10/23/12	10/29/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	MTWTF--	:30	4	\$225.004		0.00	NM	4	\$900.00
WHEEL OF FORTUNE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/23/12 10/29/12 MTWTF-- 4 \$225.00 0.00															
E 18	KSNV	10/27/12	10/27/12	Wknd Jeopardy SAT/Jeopardy	CM	630-7pm	-----S-	:30	1	\$150.003		0.00	NM	1	\$150.00
JEOPARDY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S- 1 \$150.00 0.00															
E 19	KSNV	10/29/12	10/29/12	Mon PR 8-10p Monday Prime 8-10pm	CM	8-10pm	M-----	:30	1	\$850.003		0.00	NM	1	\$850.00
THE VOICE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 M----- 1 \$850.00 0.00															
E 20	KSNV	10/24/12	10/24/12	Wed PR 9-10p Wednesday Prime 9-10pm	CM	9-10pm	--W----	:30	1	\$850.003		0.00	NM	1	\$850.00
ROCK CENTER <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 --W---- 1 \$850.00 0.00															
E 21	KSNV	10/26/12	10/26/12	Fri PR 9-10p Friday Prime 9-10pm	CM	9-10pm	----F--	:30	1	\$750.004		0.00	NM	1	\$750.00
GRIMM <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 ----F-- 1 \$750.00 0.00															
E 22	KSNV	10/23/12	10/29/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	4	\$375.003		0.00	NM	4	\$1,500.00
NEWS 3 NIGHTSIDE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/23/12 10/29/12 MTWTF-- 4 \$375.00 0.00															
E 23	KSNV	10/27/12	10/27/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	:30	1	\$350.003		0.00	NM	1	\$350.00
NEWS 3 NIGHTSIDE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S- 1 \$350.00 0.00															
E 24	KSNV	10/28/12	10/28/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S	:30	1	\$350.003		0.00	NM	1	\$350.00
NEWS 3 NIGHTSIDE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S 1 \$350.00 0.00															
E 25	KSNV	10/23/12	10/29/12		CM	1135p-1237a	MTWTF--	:30	3	\$185.003		0.00	NM	3	\$555.00

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				The Tonight Show											
				Tonight Show											
				TONIGHT SHOW W/ JAY LENO											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--		3				\$185.00		0.00			
E 26	KSNV	10/27/12	10/27/12	Saturday Night Live	CM	1130pm-1:02am	-----S-	:30	1	\$450.00	3	0.00	NM	1	\$450.00
				Saturday Night Live											
				SATURDAY NIGHT LIVE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-		1				\$450.00		0.00			
E 27	KSNV	10/28/12	10/28/12	NFL Football	CM	1P-9PM	-----S	:30	1	\$4,000.00	4	0.00	NM	1	\$4,000.00
				NFL Football											
				SUN NT FB: N ORLEANS @ DEN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S		1				\$4,000.00		0.00			
													Totals	69	\$22,360.00